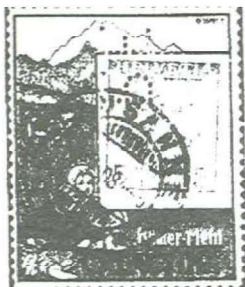


Here's one way to collar some more perfin

Robert J. Schwerdt (505L)

Several articles have been written about the desirable CI/DA perfin of Uruguay found with advertising collars (*Bulletin*, May 1990 and February 1992). According to Walter B. L. Bose, the advertising labels were sold at reduced postal rates—half the value of the stamp—at a private stand in the Montevideo post office. These gummed perforated collars carried advertising from five or six companies and were produced between 1932 and 1933.

Preceding the Uruguay item by 25 years, yet akin to it, is the Swiss pictorial collar shown here. It has a single advertisement for Galactina, a baby food



product or formula. The eight-color design of a healthy cow, clean mountain air, and green sward all contribute to the idea of healthy children. The P.F. perfin was used by Pascal Fils-Oroguerie, a drug business probably producing the baby formula. The concoction is so enjoyable that the child is eating with her hands from the spilled dish! The cancel is Exp-Letter from Lausanne 14 V 08.

The U.S. cover showing "Postage 2 Ounces" has an

H / K / W
perfin

(H97.5) of the Wampole Company, a drug concern. The value in ounces suggests a pharmaceutical dosage. This collar is printed in green as is the corner card. An additional cut square shows the collar without the stamp.



A
French
1933 ex-
ample,

also on a partial pre-printed violet envelope, has the S.S perfin used by Seilignam et Cie., yet the collar advertised the Flannelle of Docteur Albert. Perhaps the company was a general merchandise concern and promoted a variety of its products via the collar method. The postmark is Vaucouleurs-Meuse, the location of the Seilignam company.

Undoubtedly other countries permitted stamp advertising by the "collar" method. Finding examples makes the time spent checking dealer cover boxes all worthwhile.